JUST FOR YOU! JUST FOR YOU!

VICTORIA & CO. DIGITAL

# website *planning* guide

A workbook to help you plan a
transformative website design project.

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# how to *use* this workbook

Planning out your new website is such an exciting process! Whether you opt to do it yourself or work with a designer, you can use this workbook to help guide your preparation and set you up for a smooth process and successful launch. Each part of this workbook outlines the different steps you need to take when planning out your website. From the foundations like your domain name and website structure to planning your blog, shop, and everything in between, we hope this workbook helps you feel confident to start your website design project.

## NOTES

■ We recommend printing out this workbook so you can write notes, ideas, and thoughts down as you're going through each page.

■ Try not to rush through this! We know how exciting it is to start planning out a new website, but when you rush, important information can be forgotten. Take your time going through this workbook and really think through each answer.

# How will people *access* your site?

URL/domain name

_____

If you don't have an existing URL, search for available domain names squarespace.com/domain-name/search

What platform will you be using to build your site?

☐ Squarespace          ☐ Shopify          ☐ Webflow

☐ Wordpress          ☐ Showit          ☐ Other

Ideal launch date

_____

# *Who* is your website *for*?

Who is your target audience?

_____

What is the purpose of your website?

_____

How are you solving your clients'/customers' problems?

_____

What content do you need for your new site?

☐ Branding (color palette, typography, icons)          ☐ Photography (original or stock)          ☐ Custom icons, graphics, or illustrations

☐ Copy (text)          ☐ Logo

# Tell us more about *your* brand

What is your purpose? Why do you do what you do?

What are your brand values?

What is your mission statement?

Do you have an existing logo?

☐ Yes

☐ No

☐ I need a new logo

What are your brand colors?

What are your brand fonts?

Do you have an existing set of photography, icons, or illustrations that will be used on your website? Or will you need new photos?

## The Sitemap

A sitemap is a visual plan of the pages that will live on your website. Fill out the sitemap below or draw your own to visually organize your content.

## Home

Use this space to brainstorm your goals and main points to highlight on your homepage. This could include your mission statement, main offerings, blog posts, etc.

|  | SUBPAGE | SUBPAGE | SUBPAGE | SUBPAGE |
|---|---|---|---|---|
| TITLE |  |  |  |  |
| GOAL |  |  |  |  |
| DESCRIPTION |  |  |  |  |

*Please note that this only includes 4 subpages to get your started, but you can draft more subpages on a separate sheet if you need more room.

## Ok, let's talk about *content.*

This includes everything that fills up your website, from words to photos to videos, and makes it connect with your audience.

Who will write your website copy?

- [ ] Hire a copywriter / agency
- [ ] Myself
- [ ] Staff/team member

Where will you source your images from?

- [ ] Original photography
- [ ] Stock photography
- [ ] Combination of original and stock
- [ ] Custom illustrations/graphics
- [ ] Stock illustrations/graphics
- [ ] No photography

Will you be migrating content from an old website?

- [ ] Yes, plan to do it myself
- [ ] Yes, need help
- [ ] No

## Recommended Pages

No matter what your product or service is, here are five pages every website should have.

1  HOMEPAGE

2  ABOUT PAGE

3  CONTACT PAGE

4  PRODUCT/SERVICE PAGE

5  PRIVACY POLICY/TERMS & CONDITIONS

## To Blog or Not to Blog, That Is the Question

Will you have a blog on your site? Blogs can be useful to create longer-form content that explains details of your business, offerings, or community. Blog posts can also be great for attracting new website traffic via search engines.

Research blog topics by searching for questions your clients might ask and then check Google's similar questions in the "People also ask" section of the results page.

## Content Pillars

Content pillars are generally 3 to 5 topics your brand will consistently discuss, amplify, and create content for on your blog and social media. Sometimes called buckets or categories, they all mean the same thing. They provide structure when planning your content.

Brainstorm 3-5 pillars below.

| PILLAR | | | | | |
|---|---|---|---|---|---|
| CONTENT IDEAS | | | | | |

## Optimize for Search

When redesigning your website, you have a great opportunity to make it more search-friendly so it shows up in search results. Here are some questions you can ask yourself to determine what keywords to include in your page titles, descriptions, and content:

If you were a prospective customer/client, what keywords would I type into Google to find a business like yours?

What are other companies in your industry using in their page titles and website content? Is your offering location-specific?

## Notes

If you'd like to do more keyword research for SEO, check out some of our favorite resources:

UBERSUGGEST

GOOGLE TRENDS

SEO MOZ

QUESTIONDB

ANSWER THE PUBLIC

# don't forget

You've worked through the major elements of planning your website, but there are a few more considerations to keep in mind. Don't forget to ask yourself the following questions:

### DO YOU HAVE A PRIVACY POLICY?

Privacy policies are essential. They outline how your website collects, uses, shares, and sells the personal information of your visitors. Start by searching online for a privacy policy generator and customizing to your needs.

### HOW ABOUT TERMS & CONDITIONS?

According to LegalZoom, "The website's terms and conditions—also called "terms of use" or "terms of service"—lay down the ground rules for users visiting your website and serve as a binding agreement between you and the user, or website visitor. The website terms and conditions protects you from legal liability should a dispute arise."

### ARE YOU USING ANALYTICS?

Whether you are using the standard out-of-the-box analytics tools or more detailed services like Google Analytics, you will need to turn on your Cookies Banner or Pop-up for GDPR compliance.

### DO YOU NEED TO SET UP URL REDIRECTS?

If you are redesigning your website and changing some URLs, then you should plan to redirect the old URLs to their new home.

### DO YOU WANT TO GROW YOUR EMAIL LIST?

Email is one of the best ways to build a connection with your audience. Since you own your email list, it's a communication method you control and it doesn't rely on mysterious algorithms to deliver your message. Consider adding a pop-up or embedded form to gather email addresses. Even better, offer a free download or resource to incentivize visitors to join your list!

# thank *you*

Ready to get started with your website redesign?
Do you have questions about this guide? Or feedback for us?
Don't be shy! Send an email to hello@victoriaandco.digital and tell us
how this guide is helping you to plan for your website design project.